

What is claimed is:

1. A thermal printer assembly, comprising:
 - a plurality of elongated thermal print heads; and
 - a frame adapted to fixedly mount and align said plurality of print heads in parallel to print across a single print media path.
2. The assembly of Claim 1, wherein said frame is adapted to align said print heads with overlap in the direction of the print media path to print across substantially different lateral portions of said print media path.
3. The assembly of Claim 2, wherein each of said plurality of elongated print heads has a printing length, and further wherein said frame is adapted to position said print heads to print across a print media width, which is substantially equal to a total of said printing lengths of said plurality of print heads.
4. The assembly of Claim 3, wherein each of said plurality of thermal print heads is positioned to print at a different sequential location along said print media path.
5. The assembly of Claim 1, further comprising a separate platen roller adapted for pressuring print media against each of said print heads.

6. The assembly of Claim 5, wherein each said platen roller is not substantially longer than is respective elongated thermal print head.
7. The assembly of Claim 6, wherein each said platen roller determines a curvature in said print media path, and further comprising a member having a low friction surface adapted to mimic said curvature of at least one said platen roller in alignment therewith across a lateral portion of the print media path not spanned by said at least one platen roller.
8. The assembly of Claim 7, wherein said platen and said low friction surface are aligned across said print media path at a single sequential position along said print media path.
9. The assembly of Claim 1, wherein said frame is adapted to position said plurality of thermal print heads to print from a first side of said print media path, and further comprising a second plurality of elongated thermal print heads fixedly mounted to said frame for printing from a second opposing side of said print media path.